

## PRESS RELEASE

### Greenfield Online/Ciao Surveys to Host 6<sup>th</sup> Annual Executive Briefing Series Regional Meetings This May

Discussions to Focus on Leveraging Technology and Innovation to Drive Value During Tough Economic Times

Wilton, CT. May 6, 2009 – Greenfield Online/Ciao Surveys today announces upcoming Executive Briefing Series meetings planned for this May beginning in Boston, Massachusetts and New York City, New York. This is the 6<sup>th</sup> annual series that the company will host and as always these meetings are open to clients, prospects, and industry professionals.

“In today’s challenging economic climate, organizations are looking for ways to deliver actionable results with shorter time horizons and fewer resources. One of the most effective ways to achieve this is by re-evaluating product, market research and data collection strategies and better aligning them with the current business environment. During an economic downturn the most successful organizations find ways to use technology as a weapon to better achieve their business goals and gain competitive advantage. Attendees will learn more about innovative approaches designed to add value for customers” says Keith Price, Executive Vice President, Greenfield Online, Inc.

In addition to the topics above, the agenda includes;

- Information about the current economy and how it’s impacting the Market Research industry
- Saving money by looking to new ways of conducting business via outsourcing, and off-shoring
- Project-level cost savings that can be achieved by streamlining research study designs
- Data quality and new techniques for engaging respondents

“As pioneers and innovators, clients and prospects look to Greenfield Online, for relevant industry information. Attendees will literally walk away with a playbook of tips on differentiating and growing business in a tough environment,” says Michael McCrary, Senior Vice President. “We will provide pointers based on our own business strategies, and will share insights gathered from interviews with senior-level marketing, and market research professionals.”

Event Information and Enrollment Details:

City, State	Date and Time	Location	Address	Enroll to Attend
Boston, Massachusetts	May 12, 2009 at 3:00 pm	The Hyatt Regency Hotel	One Avenue de Lafayette, Boston, Massachusetts, USA 02111	<a href="http://www.greenfield-ciaosurveys.com/html/ebformboston.htm">http://www.greenfield-ciaosurveys.com/html/ebformboston.htm</a>
New York, New York	May 14, 2009 at 3:00 pm	The Roosevelt Hotel	Madison at 45 <sup>th</sup> New York, NY 10017	<a href="http://www.greenfield-ciaosurveys.com/html/ebformnewyork.htm">http://www.greenfield-ciaosurveys.com/html/ebformnewyork.htm</a>

While attendance is free, space is limited.

### **About Greenfield Online, Inc.**

**Greenfield Online, Inc.** is a global interactive media and services company that collects consumer attitudes about products and services, enabling consumers to reach informed purchasing decisions about the products and services they want to buy; and helping companies better understand their customer in order to formulate effective product marketing strategies. Proprietary, innovative technology enables us to collect these opinions quickly and accurately, and to organize them into actionable form. Through our Greenfield Online and Ciao Surveys websites and affiliate networks, we collect, organize and sell consumer opinions in the form of survey responses to marketing research companies and companies worldwide. For more information, visit [www.greenfield-ciaosurveys.com](http://www.greenfield-ciaosurveys.com). To take a survey, go to [www.greenfieldonline.com](http://www.greenfieldonline.com).

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